ANNUAL REPORT

for the fiscal year
ending March 31, 1990

Nova Scotia Information Service

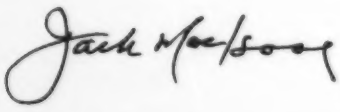
92-03902/

To His Honour
The Honourable Lloyd R. Crouse, P.C.
Lieutenant Governor of the
Province of Nova Scotia

Sir:

I have the privilege to submit the annual report of the Nova Scotia Information Service for the fiscal year ending March 31, 1990.

Yours truly,



John A. MacIsaac
Minister responsible for the
Communications and Information Act

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Communications and Information Act
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Yours truly,

Rob Smith
Executive Director
Nova Scotia Information Service

OVERVIEW

Nova Scotia Information Service maintains the flow of communication between the government and the Nova Scotia public. Seven sections work co-operatively to achieve this goal: Public Enquiries, Media Services, Media Monitoring, Visual Communications, Advertising, Audio Services, and the Government Bookstore.

PUBLIC ENQUIRIES

Public Enquiries, which operates a provincial toll-free telephone service, responds to general enquiries on provincial government programs and services. As well, where possible, staff assist with other general information requests, including those related to municipal and federal government matters.

In 1989–90, the two-person staff handled 20,632 requests for information. That compares with 16,919 requests in 1988–89.

Public Enquiries also provided information kits on Nova Scotia to students and schools across North America. As in previous years, Public Enquiries officers updated provincial, national, and international directories, almanacs, and guides, as requested.

As well, each year, Public Enquiries staff produce and distribute an Immigration Kit which provides information to individuals who wish to move to Nova Scotia.

MEDIA SERVICES

Media Services provides writing, editing, and distribution services for government departments and agencies.

All news releases are edited before distribution to ensure consistency in both quality and style. Feature articles and news releases are prepared upon request by a department or agency.

News releases and other government information, such as the Speech from the Throne and the Budget Address, are distributed via computerized electronic mail. All radio stations, daily newspapers, news services, caucus offices, and three weekly papers in Nova Scotia are equipped with printers to receive the information.

Weekly newspapers were supplied with releases, photographs, and other government information of interest to their particular circulation areas by mail twice each week. In addition, news releases were distributed to over 150 non-media subscribers weekly.

In 1989–90, 1,812 transmissions were distributed over the government wire. This included 899 general news releases, as well as winter road reports, ski reports, beach reports, forest fire indexes, ice bulletins, and notes to editors.

MEDIA MONITORING

Media Monitoring scans provincial print and broadcast media in order to keep departments and agencies informed about public opinion and activity related to government policy, programs, and services.

Each week, in 1989–90, staff read and clipped more than 100 newspapers and monitored 10 television newscasts and 20 radio broadcasts. Staff also responded to requests from departments for audio and video dubs of news broadcasts.

Media Monitoring summarized electronic media reports of interest to subscribers and distributed these daily. As well, weekly newspaper reports were summarized and distributed to subscribers each week.

VISUAL COMMUNICATIONS

Film and Video

This unit produces and collaborates on information and training projects and produces videos for government departments and agencies.

Some of the projects this unit co-ordinated in 1989–90 included a video on pre-natal exercises for the Department of Health and Fitness and a sheep-farming video for the Department of Agriculture and

Marketing. This production was awarded by tender to Nova West Productions, New Minas.

This unit also produced a video on Nova Scotia Information Service to familiarize government departments and agencies with the services provided by this agency.

Still Photography

This unit provides photos for many uses, including slide shows, publicity, illustrations for government publications, and identification cards. This past year, staff produced 14,286 photographs. There were 226 colour photo and 260 security i.d. requests.

Special projects in 1989–90 included producing historic still photos of Sysco Steel for Beaton Institute Archives and covering Gov. Gen. Jeanne Sauve's visit to Nova Scotia.

ADVERTISING

Advertising manages and co-ordinates requests for advertising from government departments and agencies. This includes preparing media cost proposals, designing and producing the ad, and buying media space.

In 1989–90, Advertising handled 906 advertising requests. This resulted in the placement of more than 2,299 ads on radio and television, in print, and on outdoor media, such as billboards and busboards.

The Advertising section co-ordinated several major campaigns for the Department of Health and Fitness, including an anti-smoking campaign for print and television with a total budget of $42,564.94. As well, Health and Fitness ran a print and television AIDS awareness campaign costing $25,905.63.

In-province advertising expenditures totalled $1,231,456.22. Of this, $615,157.50 was placed through McGuire Communications, the agency of record. McGuire Communications also placed $73,495.66 in out-of-province advertising.

AUDIO SERVICES

News conferences are set up, recorded, and dubs prepared and selected for distribution to radio stations by this section.

During 1989-90, Audio Services distributed 14 billboards containing 38 voice actualities to electronic media. This section also produced sound tracks for slide shows and provided sound feeds for bill briefings and news conferences.

Voice reports from the Canada Summer Games in Saskatoon were recorded and distributed to radio stations throughout the province.

As well, the Department of Agriculture and Marketing's weekly farm market report was fed to five radio stations through Audio Services.

GOVERNMENT BOOKSTORE

Retail and mail order operations continued from The Government Bookstore at One Government Place, 1700 Granville St., Halifax, and from Pages — The Downtown Bookstore in Sydney.

Several new titles were added to the inventory and the *Map Book of the Province* was reprinted and continued as a high seller.

From the annual catalogue, orders were received from libraries, universities, institutions, corporations, and individuals from Nova Scotia, other provinces, the United States, and abroad.

The bookstore processed 2,842 orders for the fiscal year ending March 31, 1990, with sales totalling $178,886.78.